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RURAL AMENITIES: A KEY REASON FOR FARMLAND PROTECTION

While conversions of farmland to urban uses represent less than 0.1 percent of U.S. farmland per year, local farmland losses continue to cause concern and motivate growing public support for farmland protection. The Federal Government, all 50 States, many local jurisdictions, and over 1,200 land trusts and nonprofit conservation programs seek to maintain more land in farming uses than would otherwise be the case.

Measures used to protect farmland include zoning, preferential tax assessments, agricultural districts, right-to-farm laws, and purchase of development rights (PDR) programs. Currently, 19 States and 41 local jurisdictions operate PDR programs, which pay farmers to give up rights to develop their land. To date, State PDR programs have spent nearly \$1.4 billion to protect 922,000 acres of farmland, while local PDR programs have spent \$604 million to protect an additional 214,000 acres. At the Federal level, the 2002 farm bill authorized more than a tenfold increase in funding for the Federal Farm and Ranch Lands Protection Program from about \$53 million spent during 1996-2001 to \$597 million authorized for 2002-07. Through 2001, the Federal program had helped protect about 108,000 acres.

ERS analysts found various objectives mentioned in the authorizing legislation for State farmland protection programs, including protecting "rural amenities," local food supplies, water and air quality,

and natural resource jobs, and reducing urban sprawl (36, 30, 29, 23 and 18 States, respectively). Rural amenities include open space, scenic views, rural agrarian character, and wildlife habitat that are enjoyed through viewing or recreation, depending upon the degree of access permitted. The presence of "natural amenities," such as varied topography, trees, bodies of water, and temperate climate in rural areas, may contribute to rural amenities. (Another finding in this issue—"The Roots of Rural Population Loss"—discusses natural amenities in a different context.)

States and counties use several criteria to select land parcels for preservation in PDR programs. Of 13 programs examined by ERS, 10 assigned the most weight to lands with high-quality soils often used for crop farming. Nine PDR programs assigned the second-most weight to larger farms or blocks of farms, a strategy that favors clustering of farming-related amenities. Five programs favored a "least cost" strategy, which can result in a more scattered pattern of protected land, or in protection of lands distant from urban centers. These differences in strategies reflect different objectives but also highlight the difficult decisions faced by policymakers and program managers.

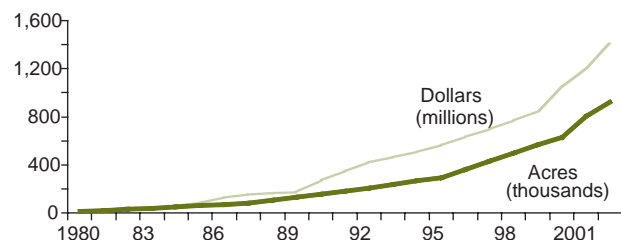
ERS also found that State farmland protection measures are generally tied to State-specific circumstances, such as the amount of land remaining in agriculture, types of agricultural industries, and lands in parks, forests, and other protected areas. While parks and protected lands provide many rural and open-space amenities, State legislators and the people they represent believe farmland, too, provides unique and valuable attributes worth protecting. **W**

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For more information, see *Farmland Protection: The Role of Public Preferences for Rural Amenities*, by Daniel Hellerstein, Cynthia Nickerson, Joseph Cooper, Peter Feather, Dwight Gadsby, Daniel Mullarkey, Abebayehu Tegene, and Charles Barnard, AER-815, November 2002, available at: www.ers.usda.gov/publications/aer815/

See also the ERS Briefing Room on Land Use:
www.ers.usda.gov/Briefing/LandUse/

Cumulative expenditures and acreage in State PDR programs have recently jumped



PDR = Purchase of Development Rights.

Source: American Farmland Trust. Data for some years are interpolated.

ORGANIC AGRICULTURE: GAINING GROUND

Organic agriculture is expanding rapidly in the United States, as consumer interest continues to gather momentum and new organic production and marketing systems evolve. In the wake of USDA's implementation of national organic standards in October 2002, continued growth in the industry is expected.

USDA's organic rules incorporate an ecological approach to farming that has evolved over the last half-century. Farmers developed rigorous standards and management-intensive production systems for organic farming during this period. Before USDA implemented its national organic standards, many States and most organic distributors required third-party certification to ensure that organic farmers adhered to organic production standards. USDA's new rules make certification according to the national standards mandatory.

Despite the time, costs, and effort required to meet these stringent requirements, farmers and ranchers added a million acres of certified organic land for major crops and pasture between 1997 and 2001, doubling organic pasture and more than doubling organic cropland for major crops. Total certified organic cropland and pasture now encompasses 2.3 million acres in 48 States (see map on page 49.) Organic livestock, which require access to organic pasture, have had a boost in production since USDA lifted restrictions on organic meat labeling in the late 1990s.



Photo courtesy of Organic Valley Family™ of Farms

Similarly, consumer demand for organic goods rose throughout the 1990s—20 percent or more annually—and that pace has continued. Organic products are now available in nearly 20,000 natural food stores and 73 percent of conventional grocery stores,

and account for approximately 1-2 percent of total food sales in the U.S. In 2000, for the first time, more organic food was purchased in conventional supermarkets than in any other venue. Farmers' markets and other direct-market venues, which are especially popular among organic producers, have also grown in number over the last decade. Organic farmers are also finding ways to capture a larger segment of the consumer food dollar through onfarm processing, producer marketing cooperatives, and new forms of direct marketing, including agricultural subscription services.

The growth of the organic industry has caught the attention of Federal policymakers. The Farm Security and Rural Investment Act of 2002, for example, contains several first-time research and technical assistance provisions to assist organic crop and livestock producers with production and marketing. The "USDA Organic" label, issued in October 2002, may enhance consumer awareness of organically grown products and facilitate further growth in the organic farm sector. *W*

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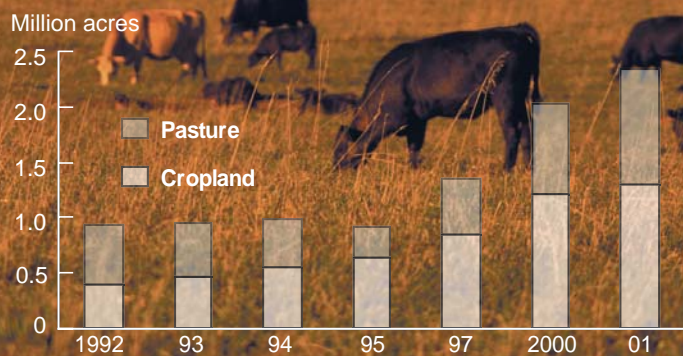
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For more information, see *Recent Growth Patterns in the U.S. Organic Foods Market*, by Carolyn Dimitri and Catherine Greene, AIB-777, September 2002, available at: www.ers.usda.gov/publications/aib777/

See also the ERS Briefing Room on Organic Farming and Marketing: www.ers.usda.gov/Briefing/Organic/



U.S. certified organic cropland and pasture, 1992-2001



Sources: Agricultural Marketing Service, USDA, 1992-94; Agrisystems International, 1995.

Photo courtesy of Organic Valley Family™ of Farms